

**PRODUCT #1 Insight FS InVision 5035P Seed Corn****Scenario 1: Large-sized grain farmer**

This customer owns and operates a 6000-acre corn and soybean grain operation in south central Wisconsin. Their number one goal is highest economical grain yields. Both partners from the operation rely on the latest technology to help increase yields. Currently, they are having problems managing rootworm feeding in their corn-on-corn acres. They are looking for a 100-day hybrid that is Roundup Ready and the best as above and below ground insect protection in the market.

**Scenario 2: Medium-sized dairy**

These customers own and operate a 400 head dairy herd of Jersey cows in Central Wisconsin. They are seeking a dairy silage quality corn hybrid to feed their lactating cattle. Previous hybrids planted did not have good enough digestibility. They need a hybrid that can be planted on continuous corn and has great emergence for their wet clay fields. This farm is looking for a hybrid that has good agronomics, yet has high NDFD levels, good starch scores and fits their maturity.

**PRODUCT #2 Insight FS Classy Calf Starter****Scenario 1: Small Farm**

Small farm with 100 cows looking for high quality calf feed that can be purchase in amounts that allows them to keep their feed fresh especially in the summer. Also, they are looking for a way to feed a calf feed that is convenient to be feed by the wife and kids that are not able to lift a lot of 50 lb. bags very easily. Price isn't important as performance and ease of handling.

**Scenario 2: Custom Calf Raiser**

Custom calf raiser looking for an economical calf feed that is easy to handle and cost effective to feed. Looking to take advantage of any discount as bulk and volume discounts. Even though they want a solid calf performing calf feed cost is most important as they are paid a fixed amount per day. That makes feed cost as one of the most important ways to improve cost which improves profitability.

**Scenario 3: Large Dairy**

Large dairy looking for a good quality calf feed that they can buy in bulk. The dairy feeds pasteurized milk but feeds an accelerated calf program and wants a calf feed to match their program. They freshen their heifers in 22 months. Keys are performance and calf feed that they can buy economically.

**Product #3 Insight FS Dieselelex Gold****Scenario 1: Trucking Company**

- 20 Heavy Duty trucks averaging 50,000 miles a year.
- Currently using #2 Clear Diesel Fuel.
- Looking for ways to decrease maintenance costs and lower annual fuel expense.

**Scenario 2: Grain Farm**

- 5000-acres of Corn and Soybeans
- Estimated fuel consumption 30,000 gal/year of #2 Dyed Diesel
- 10,000-gallon fuel tank, get full semi loads of fuel delivered.
- Issues with moisture in tank due to condensation, leads to icing in filters and down time when cold.

**Scenario 3: Township Municipality**

- 8 Snowplow/Salt trucks
- Using 40,000 gal/year of #2 Clear Diesel Fuel
- Trucks need to startup and stay operating in cold weather for snow plowing. Cannot have down time.
- Budget Cuts – Need to save money on truck fuel expense.

